

MERIT DEFENSIVE DIRECT MAIL

February, 1995

K410

EXPENSE	CIRCULATION	COST/ITEM	ESTIMATED REDEMPTION	UPC REQUIREMENT	TOTAL COST	UNITS MOVED	ESTIMATED REDEMPTION	ACTUALS
LBCo:								
202 Production/Paper/Postage	826,374	\$0.59	EST #6001-95		\$404,079		per 10/23/95 LB report	\$700,224
LESS EST #6080-94 EXP IN '94				(\$172,427)	\$172,427		ARTWORK PER G/L \$700,224	
COUPONS:								
360 Ultra Loyals	237,219	\$3.30	30%		\$234,847	42,699,420	30%	\$249,493
(3) \$1.00 Off Carton or 4-Packs								
Loyal	239,360	\$4.80	25%		\$287,232	35,904,000	25%	\$285,988
(3) \$1.50 Off Carton or 4-Packs								
Vulnerable	57,584	\$6.30	20%		\$72,556	6,910,080	20%	\$78,265
(3) \$2.00 Off Carton or 4-Packs								
Unknown	292,211	\$6.30	20%		\$368,186	35,065,320	20%	\$353,905
(3) \$2.00 Off Carton or 4-Packs								
SURVEY-KEYING	#6805-94				\$80,000			\$967,651
EXPENSED IN '94					(\$80,000)			
KEYING UNDELIVERABLES	#6800-95				\$343,992		per 10/23/95 LB report	\$11,033
TOTAL	826,374				\$1,883,319	120,578,820		\$1,678,908
FAVORABLE/(UNFAVORABLE)					(\$305,415)			(\$101,004)
TOTAL BUDGET					\$1,577,904	1,577,904		
CPM					\$15.62			
LESS 1994 CARRYOVER					(\$172,427)			
ADJUSTED BALANCE					\$1,405,477			

MERIT DEFENSIVE DIRECT MAIL
JUNE, 1995
K420

		<u>CIRCULATION</u>	<u>COST/ITEM</u>	<u>ESTIMATED REDEMPTION</u>	<u>UPC REQUIREMENT</u>	<u>TOTAL COST</u>	<u>UNITS MOVED</u>
Expense	LBCo:						
	202 Production/Paper/Postage	712,565	EST #6004			\$900,000	\$737,502 as of 11/9/95
	COUPONS:						
360	Ultra Loyals	216,964	\$3.30	35%		\$250,593	45,562,440
	(3) \$1.00 Off Carton or 4-Packs						
	Loyal	216,061	\$4.80	30%		\$311,128	38,890,980
	(3) \$1.50 Off Carton or 4-Packs						
	Vulnerable	55,928	\$6.30	25%		\$88,087	8,389,200
	(3) \$2.00 Off Carton or 4-Packs						
	Unknown	226,301	\$6.30	25%		\$356,424	33,945,150
	Competitive Continuity	51,311	\$6.30	12%		\$38,791	3,694,392
	(3) \$2.00 Off Carton or 4-Packs						
		766,565					
	INCENTIVES		UNIT COST	FORECAST	UPC'S		
133	1 GALLON JUG		\$5.24	12,696	60	\$66,527	PER G/L INCENTIVES ARE 15,235,200
	48 QUART COOLER		\$13.95	14,076	100	\$196,360	UP TO \$433,623 - BUDGET 28,152,000
	ICE TEA/LEMONADE SET		\$17.45	7,000	115	\$122,150	IS FOR \$385,037 16,100,000
	Merit 1995 June Def	#6805-95				\$114,357	as of LB report 10/23/95
	TOTAL COST	1,533,130				\$2,444,417	189,969,362
	FAVORABLE/(UNFAVORABLE)					(\$287,155)	
	TOTAL BUDGET					\$2,157,262	
	CPM					\$12.87	